

YI-LUN JHENG

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Personal website: <https://heidijheng.github.io/>**EDUCATION**

- **PhD candidate in Education Sciences -Social Sciences** (Oct. 2020 – expect Dec. 2024)
 - **Major:** Education Sciences and Communication Sciences
 - Department of Training and Education Sciences & Department of Communication Studies, **University of Antwerp, Belgium**
 - **Supervisor:** Prof. David Gijbels, Prof. Karolien Poels, Prof. Leen Catrysse
- **M.Sc. in Communication** (Sept. 2015 – Jan. 2018)
 - **Major:** Communication Sciences
 - Department of Bio-Industry Communication and Development, **National Taiwan University, Taiwan**
 - **Supervisor:** Prof. Hsiu-Ping Yueh
 - (Exchange Student in Human Factor and Ergonomics at **Tsinghua University, China**, Host Supervisor: Prof. Pei-Luen Rau, Sept. 2017 – Jan. 2018)
 - **Ranking:** 1 (1/7), GPA 4.09/4.50
 - **Thesis Title:** An Exploratory Study on Strategy and Design of Storytelling in Agriculture
- **B.A. in Business Administration** (Sept. 2011 – July. 2015)
 - **Major:** International Business; **Minor:** Marketing Management
 - College of Management, **Yuan Ze University, Taiwan**
 - **Ranking:** 3/56 (Top 5 %), GPA 3.88/4.00

WORK EXPERIENCES**National Cheng Kung University, Taiwan**

Feb 2020-Sept 2020

Research Assistant*“Coopetition, Compromise, and Theory of Mind in Multi-Person Interactions and Hyperscanning”*

- Coordinated subject participation and acquire data in fMRI scans
- Analyzed behavioural and neuroimaging data using advanced statistical computer software

TENOKE CO., LTD.

Sept 2018-Apr 2019

Strategic Assistant to the CEO

Applying for the CE marking and CFDA Medical Device Certification to legally market medical devices in the European Economic Area (EEA) and China

National Taiwan University, Taiwan

Jan 2018-July 2018

Research Assistant

Studying interactions between neuroscience & social science disciplines by social network analysis

- Preprocessed data in Python and analyzed data with a visualization software - Gephi

Teaching Assistant, National Taiwan University

Fall 2016, 2017

Research Assistant*“General Psychology”*, Instructor: Prof. Hsiu-Ping Yueh

PROJECT EXPERIENCES

Vaccine Confidence Fund

2022

Experimental evaluation of the impact of potential social media communication strategies on behavior towards maternal vaccination

A Tale of Two Processes: The Dynamic Interplay Between Emotion & Cognition

2020- present

- Investigated how the dynamic interplay between cognitive and emotional processes affects learning outcomes
- Developed valid and reliable dynamic measures of emotional processes during the reading of texts, relying on a multi-method approach (combining self-reports and think-aloud methods, with eye-tracking and psychophysiological measures)

Theory of Mind in Multi-Person Interactions and Hyperscanning

2020

- Investigated the neural mechanism underlying reciprocal interaction in the social and non-social context in economics game
- Estimated the synchronization of human pairs brain activations

Designed an Emotional Karaoke Robot (EKR) System

2017-2018

- Study on emotional human-robot interaction in an entertainment environment
- Designed interaction modes, programmed NAO robot; Set up experimental environment

An Eye-Tracking Study on Users' Cognitive Load on Recipes

2016

- Study on the impact of layouts of recipes on the cognitive load with eye-tracking experiment
- Design three types of recipes in different picture/text ratio as stimuli; Recruited 30 subjects to participate in the eye-tracking experiment; Analysis research data

JOURNAL PUBLICATIONS

Crafting Corrective Texts for Vaccine Skeptical and Non-vaccine Skeptical (To be submitted)

Jheng, Y. L., Catrysse, L., Van de Cruys, S., Poels, K., & Gijbels, D. The Interplay of Emotions and Attention when Reading Texts of Different Genres: An Eye-Tracking Study (In submission).

Yueh, H. P., **Jheng, Y. L.**, & Poels, K. A Systematic Review of Psychological and Marketing Concepts in Neuromarketing Research. *International Journal of Consumer Studies* (under review)

Jheng, Y. L., Catrysse, L., Van de Cruys, S., Kendeou, P., Poels, K., & Gijbels, D. Investigating the role of experienced emotions in reading refutation texts: Insights from a fine-grained measure of emotion. *PLOS ONE* (under review).

Jheng, Y. L., Van de Cruys, S., Catrysse, L., Vandebosch, H., Gijbels, D., & Poels, K. (2024). The Facts or the Story? It Takes Both to Sensitize People About Unknown Health Hazards. *Journal of Health Communication*, 29(2), 107-118.

Jheng, Y.-L. & Yueh, H.-P. (2023). Online storytelling strategies in agricultural product marketing: A mixed-methods approach. *Journal of Library and Information Studies*, 21(1), 67-102.

Yueh, H. P., Chen, Y. T., **Zheng, Y. L.** (2020) What Makes a Good Agricultural Story? Validation of a Scale for Marketing and Communication. *Journal of Library and Information Studies*, 18(1).

Yueh, H. P., **Zheng, Y. L.** (2019). Effectiveness of Storytelling in Agricultural Marketing: Scale Development and Model Evaluation. *Frontiers in Psychology*, 10, 452.

CONFERENCE PRESENTATIONS

Jheng, Y. L., Van de Cruys, S., & Poels, K. (2024, June). Narratives stressing harm? A backfire of

Corrective Messages on COVID-19 Vaccination for Pregnant Women. Paper presentation at the 74th Annual Conference of the International Communication Association (ICA 2024), June 20-24, Gold Coast, Australia. (Acceptance of paper presentation, *acceptance rate* < 45%).

Jheng, Y. L., Van de Cruys, S., & Poels, K. (2024, February). Corrective Messages on Social Media: The Role of Text Genre and Harm Features. Paper presentation at the Etmaal van de Communicatiewetenschap (Etmaal 2024), February 8-9, Rotterdam, the Netherlands.

Jheng, Y. L., Van de Cruys, S., Pelgroms, M., & Gijbels, D. (2023, December). The Role of Emotion Monitoring in Debunking Online Misinformation. Paper presentation at the 2023 International Conference of Science Education in Taiwan (ASET 2023), December 7-9, Taipei, Taiwan.

Jheng, Y. L., Van de Cruys, S., Catrysse, L., Vandebosch, H., Gijbels, D., & Poels, K. (2023, December). Uncovering the Influence of Text Genres on Communicating Unknown Health Issues: Emotional and Cognitive Outcomes. Paper presentation at the Taiwan Association for Educational Communications and Technology 2023 International Conference (TAECT 2023), December 1-2, Taipei, Taiwan. (**Best Paper Award**)

Jheng, Y. L., Van de Cruys, S., Catrysse, L., Vandebosch, H., Gijbels, D., & Poels, K. (2023, August). Combining Electrodermal Activity with Self-Report Measures to Unravel Text Genre Effects. Invited Paper Presentation at the 27th JURE PRE-CONFERENCE (JURE 2023), August 20-21, Thessaloniki, Greece. (**Invited Symposium:** On the frontline of online measures: Exploring learning processes with multimodal data).

Jheng, Y. L., Catrysse, L., Van de Cruys, S., Gijbels, D., & Poels, K. (2023, April). The interplay of emotions and attention when reading texts of different genres: an eye-tracking study. Poster presentation at American Educational Research Association (AERA), Chicago, United States, April 13-April 16.

Jheng, Y. L., Catrysse, L., Van de Cruys, S., Gijbels, D., Poels, K. (2022, September). Measuring Engagement during Text Reading: Evidence from Electrodermal Activity (EDA). Poster presentation at Society of Psychophysiological Research (SPR) 2022, September 28-October 02, Vancouver, Canada.

Jheng, Y. L., Gijbels, D., Catrysse, L., Van de Cruys, S., Poels, K. (2022, October). Can Eyes Distinguish Text Genres? Poster presentation at WOG Conference, October 12-14, Leuven, Belgium.

Jheng, Y. L., Catrysse, L., Poels, K., Gijbels, D. (2021, August). Unraveling Learners' Cognitive and Emotional Processes in Texts: A Psychophysiological Perspective. Poster presentation at the 25th JURE Pre-Conference- for Research on Learning and Instruction (Online), August 18-20.

Zheng, Y. L., Rau, P. L. P., Yueh, H. P., Chen, P. H., Huang, D. L. (2018, July). An Exploratory Study on Design and Implement an Emotional Karaoke Robot (EKR). Paper presented at International Conference on Human-Computer Interaction (HCI) on Cross-Cultural Design, July 15-20, Las Vegas, USA.

Yueh, H. P., **Zheng, Y. L.,** Yueh, L. L., Chu, C. C. (2018, May). Trend and Practice in Neuromarketing: A Literature Review from 2006 to 2017. Frontier Development and Interdisciplinary of Chinese Psychology, May 3-5, Hsinchu, Taiwan.

GRANTS

Taiwanese Overseas Pioneers Grants, TOP Grants (2023, August) granted by the National Science and Technology Council of Taiwan (NSTC). USD \$30,000.

FWO Short Stay Abroad Travel Grant in the United States (2023, April) granted by Fonds Wetenschappelijk Onderzoek - Vlaanderen (FWO).

FWO-NSTC Joint Mobility Project (2023-2024) granted by Fonds Wetenschappelijk Onderzoek-Vlaanderen (FWO)—National Science and Technology Council, Taiwan (NSTC) (Belgium PI: Prof. David Gijbels, Co-PI: Prof. Karolien Poels, Junior researcher: Yi-Lun Jheng; Taiwan PI: Prof. Hsiu-Ping Yueh, Co-PI: Prof. Szu-Hsien (Tony) Lee, Prof. Weijane Lin, Junior researcher: Guan-Yun Wang, Ching-Yin Huang, Chia-Wen Cheng).

SKILLS & ABILITIES

Data Collection, Analysis & Management

Eye Tracking | Electrodermal activity (EDA) | fMRI

MATLAB (Psychtoolbox, EEGLAB, NeuroElf) | R | Python | SPSS | Stata

Quantitative (i.e., mixed effects model) | Qualitative Research Methods (i.e., interview, focus group) | Social Network Analysis (Gephi)

Languages Taiwanese (native) | Mandarin Chinese (native) | English (IELTS 7.0) | Dutch (1.2)